



WXYZ

ORDER

Print Date 08/17/12

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Flight Dates **07/31/12-08/07/12**

Contract / Revision **305807 /**

Original Date / Revision
07/25/12 08/06/12

Advertiser **Hoekstra / Republican / US S**

Agency **Brabender Cox LLC**

Buying Contact

**1218 Grandview Avenue
1st Floor
Pittsburgh, PA 15211**

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Product

Hoekstra for Senate

Agency Com 15%

Billing Contact

**1218 Grandview Avenue
1st Floor
Pittsburgh, PA 15211**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	24	\$18,232.50	\$21,450.00	0.00
Totals	24	\$18,232.50	\$21,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/07/12	24	\$18,232.50	\$21,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	07/31/12	08/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--			1		\$800.00		0.00				
N 2	WXYZ	07/31/12	08/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/31/12	08/06/12	MTWTF--			2		\$800.00		0.00				
N 3	WXYZ	07/31/12	08/06/12	12p Noon News 12n-1p	CM	12-1pm M-F	MTWTF--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Print Date: 08/17/12

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Contract / Revision **305807** Flight Dates **07/31/12-08/07/12**

Hiatus Dates

Original Date / Revision 07/25/12/ 08/06/12

Order Sep 00:20:00

Advertiser **Hoekstra / Republican / US** Product **Hoekstra for Senate**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	07/31/12	08/06/12	12p Noon News 12n-1p	CM	12-1pm M-F	MTWTF--	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					1	\$600.00		0.00		
N 4	WXYZ	07/31/12	08/06/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					2	\$1,000.00		0.00		
N 5	WXYZ	07/31/12	08/06/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	2	\$1,100.00	P-3	0.00 NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					2	\$1,100.00		0.00		
N 6	WXYZ	07/31/12	08/06/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	3	\$1,100.00	P-3	0.00 NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					3	\$1,100.00		0.00		
N 7	WXYZ	07/31/12	08/06/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MTWTF--	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					1	\$900.00		0.00		
N 8	WXYZ	07/31/12	08/06/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		Rev # 1 add to sked												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					1	\$1,000.00		0.00		
N 9	WXYZ	07/31/12	08/06/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		Rev # 1 add to sked												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					1	\$1,100.00		0.00		
N 10	WXYZ	07/31/12	08/06/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		Rev # 1 add to sked												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTF--					1	\$1,100.00		0.00		
N 11	WXYZ	07/31/12	08/06/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	1	\$2,200.00	P-3	0.00 NM	1	\$2,200.00
		Rev # 1 add to sked												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	MTWTFSS					1	\$2,200.00		0.00		
N 12	WXYZ	08/05/12	08/05/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		Rev # 1 add to sked												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	-----S					1	\$750.00		0.00		
N 13	WXYZ	08/04/12	08/04/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		Rev # 1 add to sked												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/31/12	08/06/12	-----S-					1	\$350.00		0.00		
N 14	WXYZ	08/04/12	08/04/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00



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Contract / Revision **305807** Flight Dates **07/31/12-08/07/12**

Hiatus Dates

Original Date / Revision 07/25/12/ 08/06/12

Order Sep 00:20:00

Advertiser **Hoekstra / Republican / US** Product **Hoekstra for Senate**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Rev # 1 add to sked															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/31/12	08/06/12	-----S-					1	\$350.00		0.00			
N 15	WXYZ	08/05/12	08/05/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Action News SUN 8am											
Rev # 1 add to sked															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/31/12	08/06/12	-----S					1	\$300.00		0.00			
N 16	WXYZ	08/06/12	08/06/12	5p News	CM	5-6pm M-F	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/31/12	08/06/12	M-----					1	\$500.00		0.00			
N 17	WXYZ	08/06/12	08/06/12	6p News	CM	6-630pm M-F	M-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				6-630pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/31/12	08/06/12	M-----					1	\$1,100.00		0.00			
N 18	WXYZ	08/06/12	08/06/12	Late News M-F	CM	Late News M-F	M-----	:30	1	\$1,100.00	P-4	0.00	NM	1	\$1,100.00
				11pm Actn News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/31/12	08/06/12	M-----					1	\$1,100.00		0.00			
N 19	WXYZ	08/07/12	08/07/12	5am News M-F	CM	5-6am M-F	-T-----	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
				5am News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	-T-----					1	\$200.00		0.00			
													Totals	24	\$21,450.00